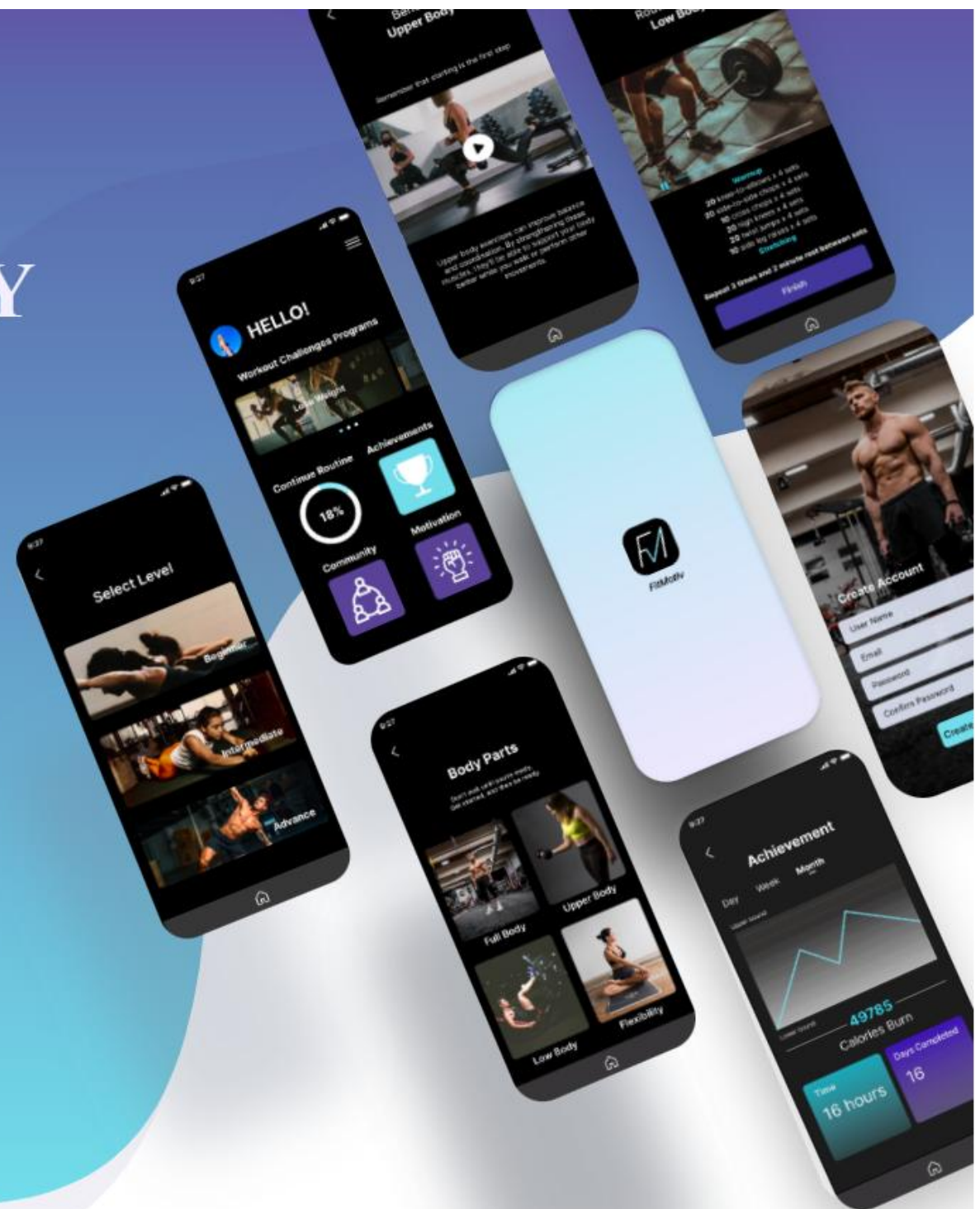


UX CASE STUDY

FITMOTIV

Fitness Application



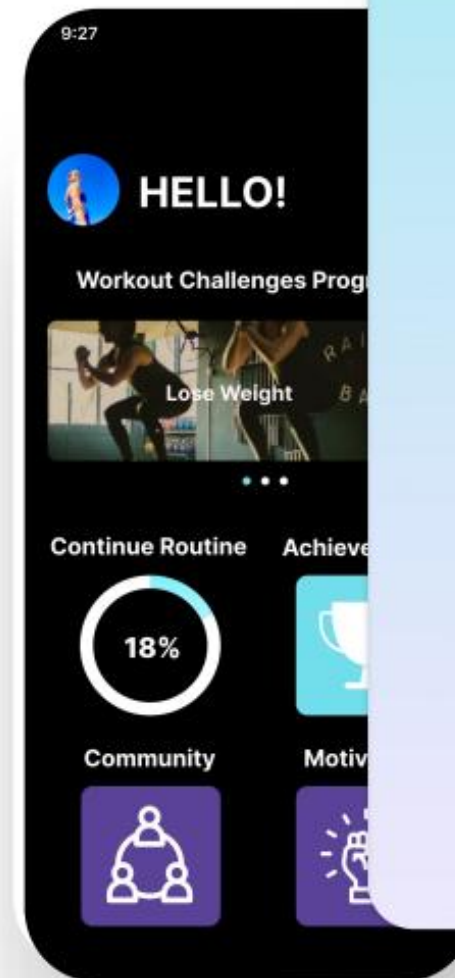
About

The health application design challenge at my college involved creating a fitness application. In that project, I developed "Fitmotiv," a fitness application that encourages users to exercise on a regular basis by providing a customizable workout routine with proper guidance. As part of a group project, my role was UXUI designer. I worked on user research, information architecture, usability testing, and usability studies.

Problem Statement

This app can help people of all age groups and socioeconomic backgrounds maintain a healthy and fit lifestyle in the midst of their busy lives. Regardless of age, job, or circumstances, having the drive to stick to a fitness schedule is essential for leading an active life.

- **The 5 W's Of Fitmotiv**



Who: People between the ages of 17 and 45 who want to push themselves to regular exercise are the target audience.

What: A mobile app that focuses on encouraging and directing exercise routines.

When: This app is intended for fast 10- to 20-minute fitness sessions. That might be before breakfast in the morning or before dinner in the evening.

Where: Use the app twice a day for 10-20 minutes at home, the gym, or the park.

Why: Maintaining everyday motivation might be difficult when you lead a busy schedule and chaotic life. In order to maintain a fit and healthy lifestyle, people need a mechanism to rigorously categorize, refer to, and keep track of their exercise regimen.

The End Purpose

Despite the fact that there are several fitness applications in the market, my app's primary objective is to solve users' problems. Fitmotiv has met every requirement of the user. The users receive both encouragement and advice on appropriate exercise regimens from it.

Project Overview

Timeline

Overall: 5+ Weeks
Discovery And Research: 2+ Weeks
Design And Prototyping: 3+ Weeks

My Role

UX Design
UX Research
And Presentation

Tools

Figma
Canva
Google Docs

Team

3 UX Designers
1 Developer
1 Project Manager

Design Process



01 Discover

User Interviews

User Research

Competitive Analysis



02 Define

Persona

Empathy Map



03 Ideate

User Flow

Information Architecture



04 Design

Wireframe

Visual Design



05 Test

Usability Testing

01 Discover Phase



● Competitive Analysis

I performed a competitive analysis of FitOn, Fixfit, and MyFitnessPal, three well-known fitness applications that each promised users a variety of exercise and workout methods as well as tools to help them achieve their goals. This enables me to list certain characteristics Fitmotiv has to have in order to be distinctive.

● Qualitative Analysis

I conducted user interviews to build new personas and to inform the design. Together with the team, we prepared an interview script with 32 open-ended questions, focusing on our target audience's values, motivations, and daily routines. In 4 days, I recruited and interviewed seven users remotely. We referenced the user interview findings throughout the entire design process.

After the project kickoff, we defined our research strategy and objectives. Understanding the target audience and their challenges were our priority. First, we built an online survey and shared it in various relevant communities. In just a few days, we received 18 submissions. Based on these, we identified five common pain points, which led us to the next step. After synthesizing the data from the interviews into what users are Doing, Thinking, and Feeling, I was able to glean some valuable insights:

● Key Insights Derived From The Analysis

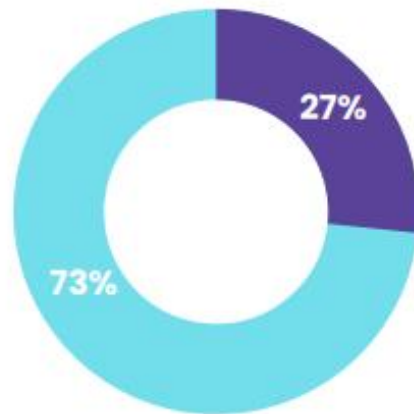
- Different exercise programmes for users of various skill levels (beginners, Intermediate, advanced)
- Monthly challenges to encourage users.
- Breaking up the training into various sections (full body, upper body, lower body)
- Listing their accomplishments
- Inspiring them by putting up inspirational sayings and pictures of themselves before and after.
- Giving them access to instructional videos made by the trainers.

● Key Insights Derived From The Servey

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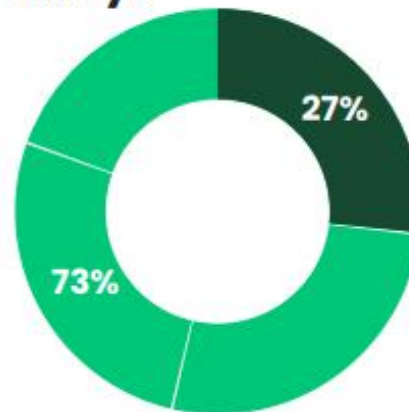
- People do not have a good guide to start. Most online videos are intended for those who are proficient in crunches, ab exercises, and weightlifting.
- Procrastination and a lack of motivation prevent people from maintaining an exercise routine.
- They use an application to exercise but need help to stick to the practice. They desire a more customized fitness plan.

Do People Exercise Regularly?



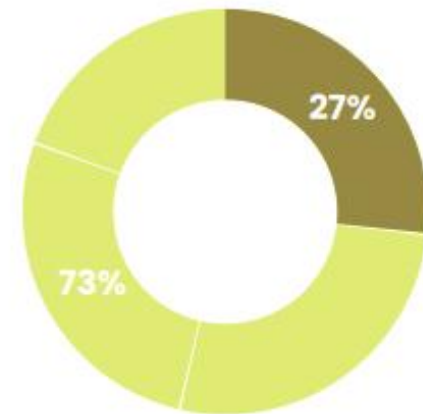
● YES
● NO

Do People Need Motivation to workout daily?



● YES
● NO

Do People go to GYM?



● YES
● NO

02 Define Phase



Personas



Albert

Age: 25 years old
Country: Philippines
Gender: Male
Profession: Accountant

Goals

Wants to have a good exercise routine to maintain his fit and healthy body

Behaviours

- He is fit conscious and likes to workout regularly
- He workouts by himself without any help from an application

Frustrations

- He felt insecure of his body because he is skinny
- He find it hard to workout when he is sick and worried to skip a routine



John

Age: 28 years old
Country: Canada
Gender: Male
Profession: Web Developer

Goals

- Wants a good coach who can guide him with proper knowledge in working out
- Wants to have an application that will remind him to exercise daily or regularly
- Wants to be motivated

Behaviours

- He is fit conscious and likes to workout regularly
- He workouts by himself without any help from an application

Frustrations

- He felt insecure of his body because he is skinny
- He find it hard to workout when he is sick and worried to skip a routine



Cristine

Age: 33 years old
Country: United Kingdom
Gender: Female
Profession: Professor/Educator

Goals

- Wants an app that can track her progress and achievements
- Wants an easy way to help her to reach his fitness goals

Behaviours

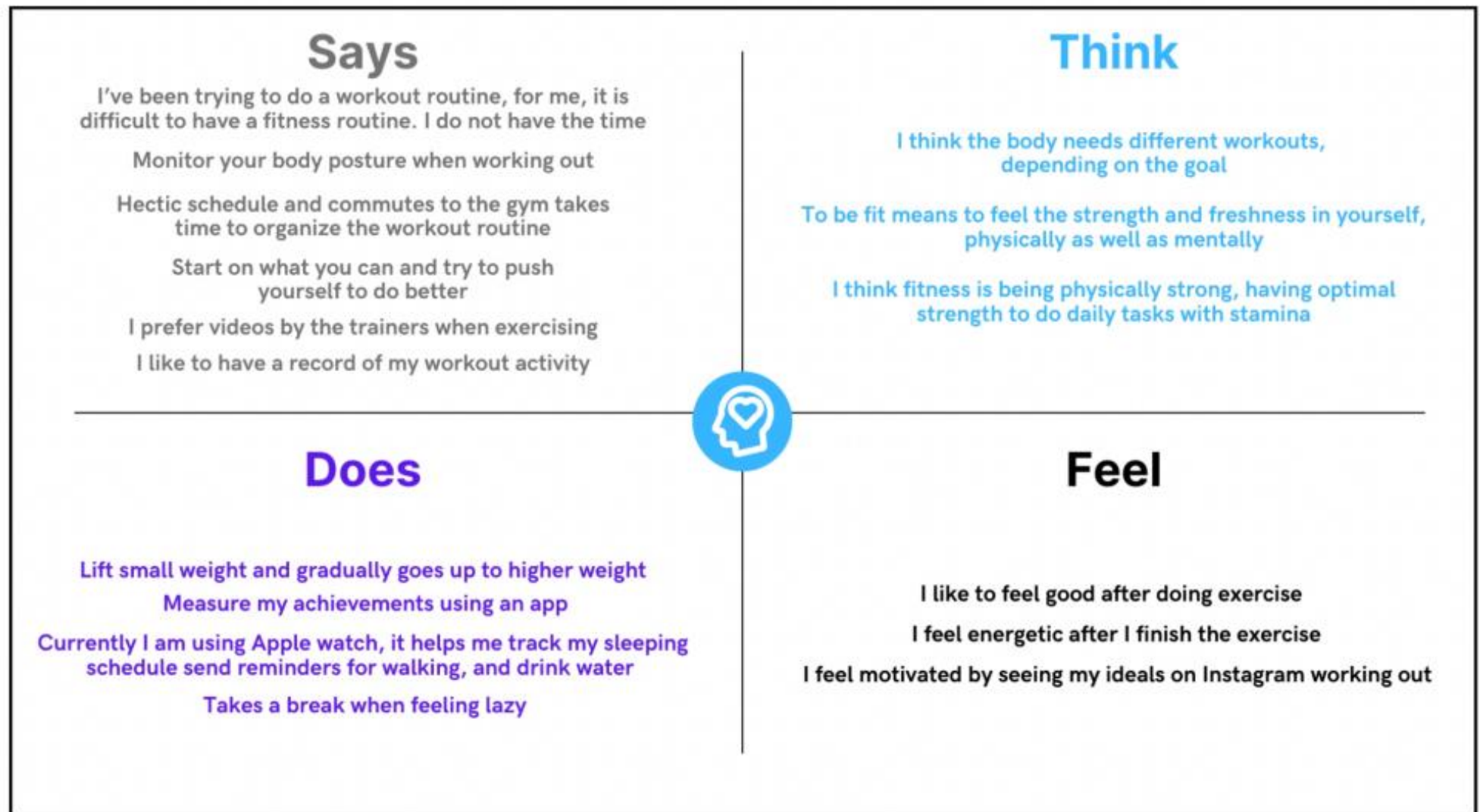
- Goes to gym regularly
- Likes to lift weights
- She is really concerned about what will people say about her body

Frustrations

- She gets angry when she gets hurt from trying a new exercise
- She gets frustrated when she runs out of supplements for his workout

I performed a competitive analysis of FitOn, Fixfit, and MyFitnessPal, three well-known fitness applications that each promised users a variety of exercise and workout methods as well as tools to help them achieve their goals. This enables me to list certain characteristics Fitmotiv has to have in order to be distinctive.

● Empathy Map



To move forward with the design and define the core functionality of Fitmotiv, we've constructed HowMightWe questions, problems, and needs from the perspective of our proto-personas.

● How Might We Questions

How might we allow users to track their progress over time?

How might we inform the users how much farther they have left until they reach their fitness goals?

How might we motivate the users to keep going?

How might we set fitness goals for each users?

How might we make an app that is social and fun so people will want to use it?

How might we help people get more active?

How might we personalized a workout plan for each user?

How might we teach people how to workout properly?

How might we create a workout app that motivates people to get up and move?

How might we motivate people to have a good fitness life?

How might we challenge the users to be more active?

How might we give our users unique experience by this app?

● Problems And Needs

Problems

- No guidance
- Expensive app
- Lack of motivation
- Difficult to follow routine
- Busy schedule
- Demotivated from same exercise

Needs

- Proper guidance with reasons behind it
- Affordable app
- Motivate users
- Provide routine
- Exercise that takes less time
- New exercises



03 Ideat Phase

● User Flow

We set out to map the User flow. This step assisted us in keeping the design user-centered by demonstrating which pages or screens of the app will be required from the users' perspective.





04 Design Phase

- Sketches And Low Fidelity

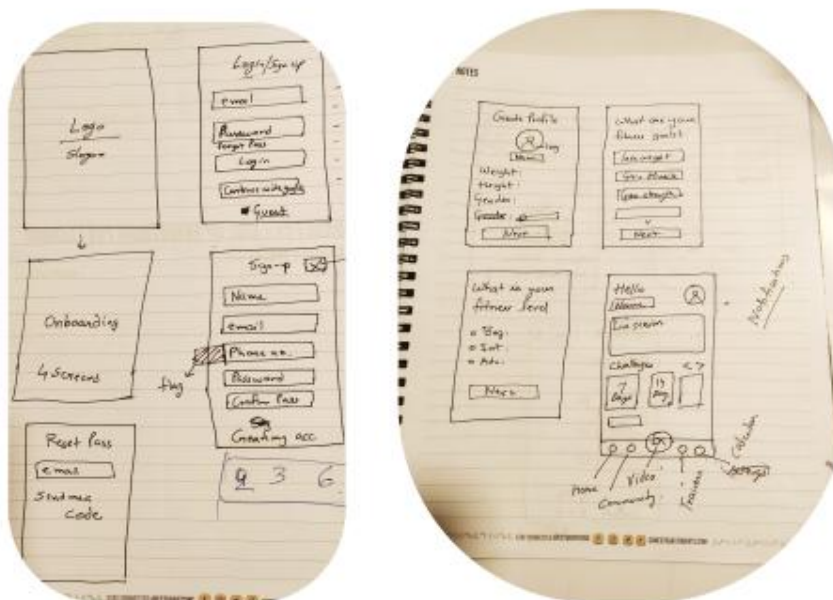


04 Design Phase



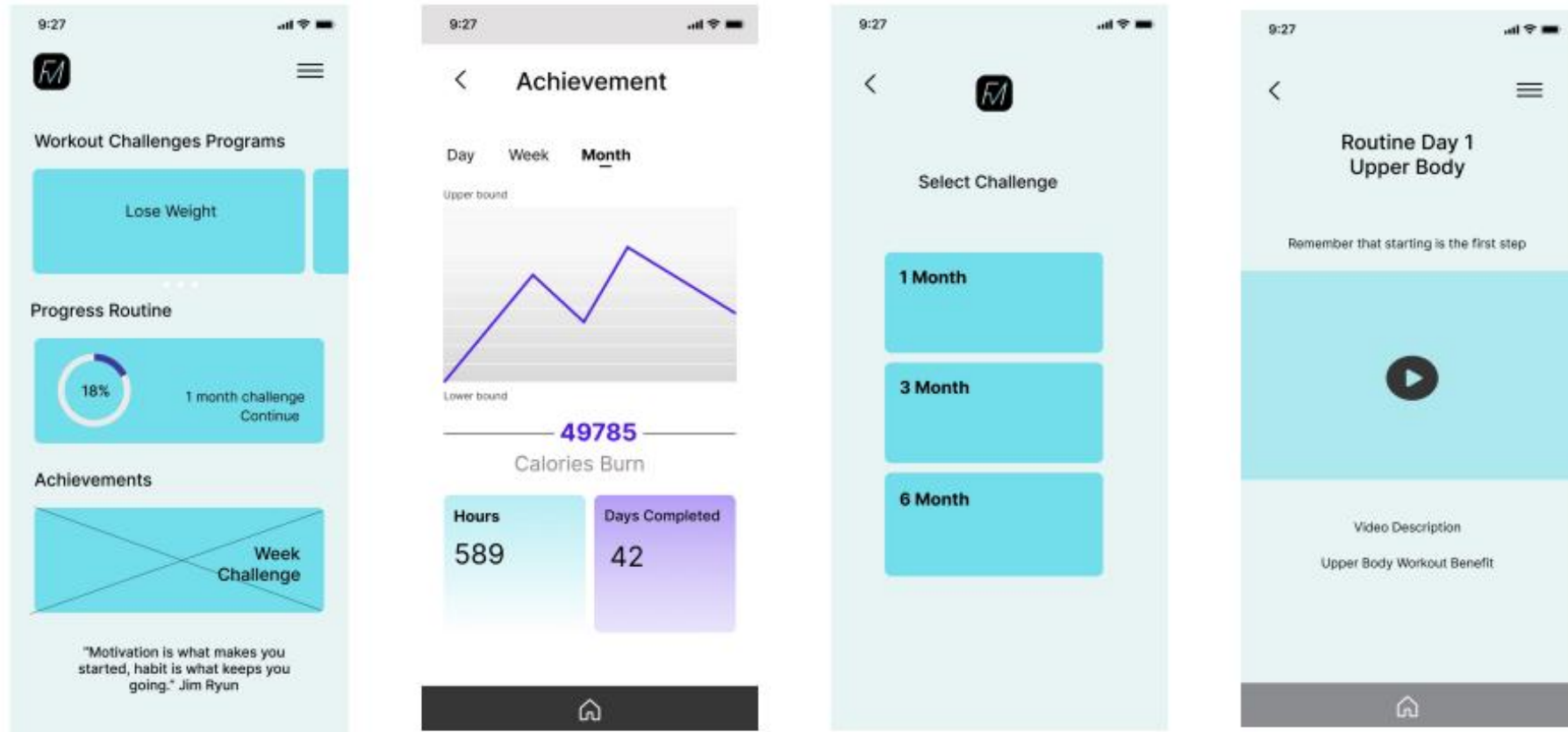
● Sketches And Low Fidelity

I began the design process with low-fidelity sketches and wireframes to accelerate decision-making through visualization without losing time. My sketches were based on the initial user interviews, the business goal, and the heuristic evaluation. They each pointed to the fact that there were too many distractions in the flow. We came back to the sketches throughout the entire design process to make sure that we don't lose sight of our primary goals and ideas.



Using Figma, I translated my first sketches into low-fidelity wireframes. Then, I improved them by adding a few relevant stock images and copies provided by the marketing team. At this stage, the wireframes were defined enough for some user testing. Based on 4 tests, I've made a few alternations and moved on to creating high-fidelity prototypes.

● High Fidelity Wireframes



Fitmotiv is relaxed, fun, and colorful. Despite the bright colors, it is undistracting and there is no unnecessary clutter in the UI elements.

Interacting with Fitmotiv relies on well-known gestures and triggers, feedback, and step-by-step actions, to minimize cognitive load and let users concentrate on Exercising.

Design System

TYPOGRAPHY



Logo



COLORS

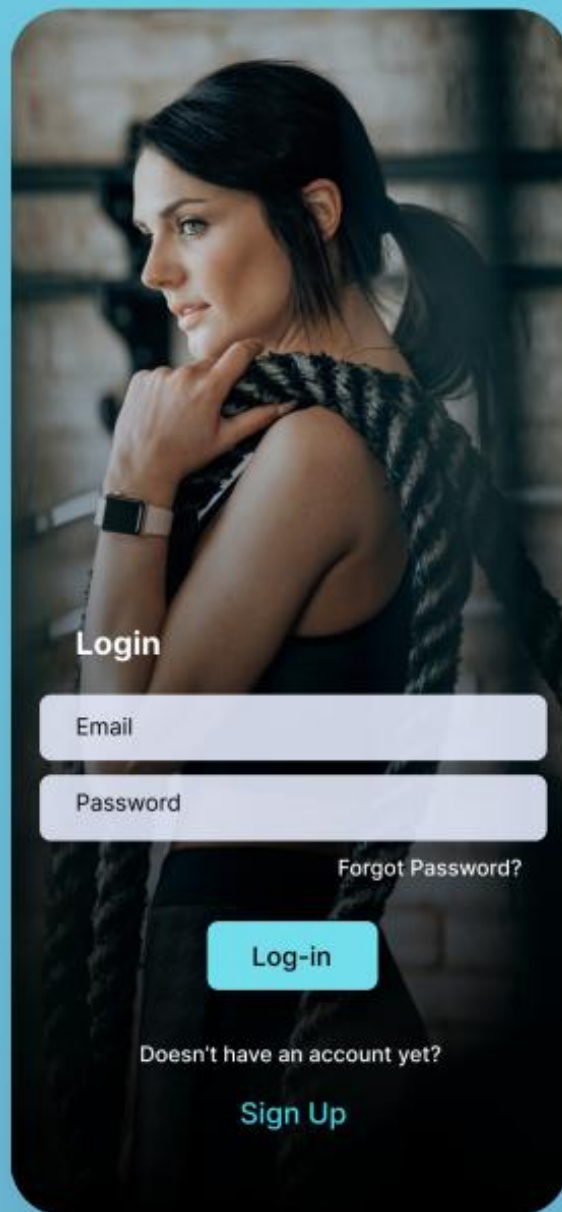
- Illustrations



Getting Started



FitMotiv



Login

Email

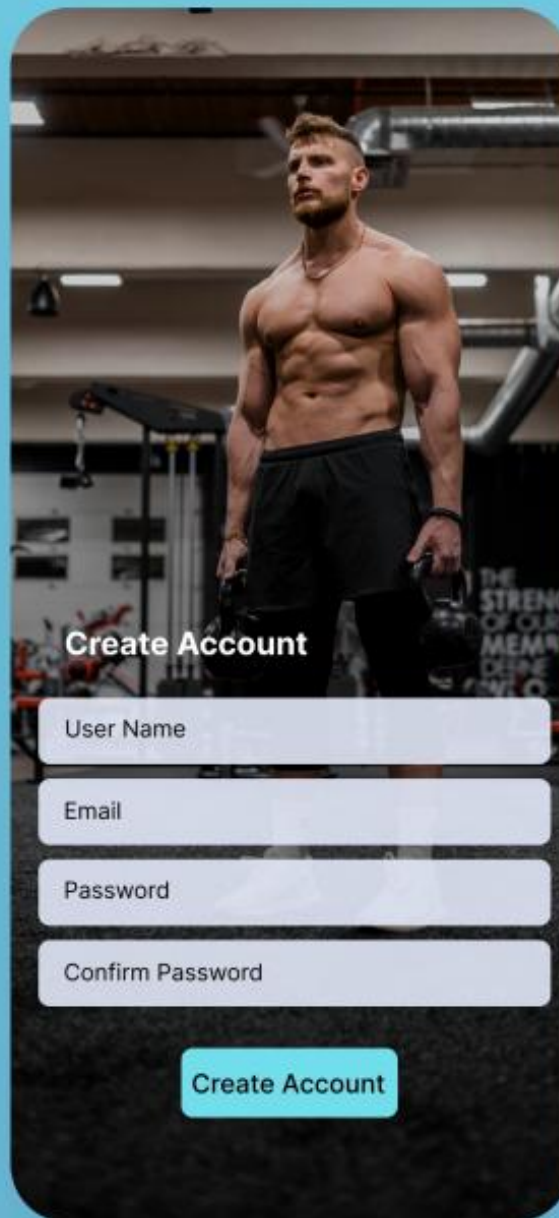
Password

[Forgot Password?](#)

Log-in

[Doesn't have an account yet?](#)

Sign Up



Create Account

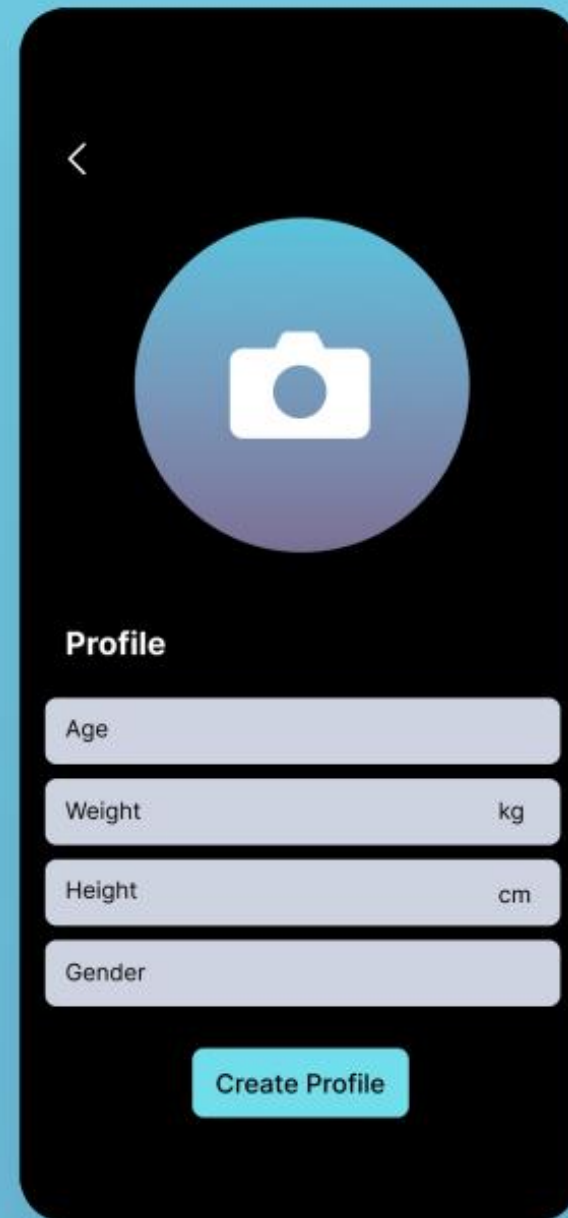
User Name

Email

Password

Confirm Password

Create Account



Profile

Age

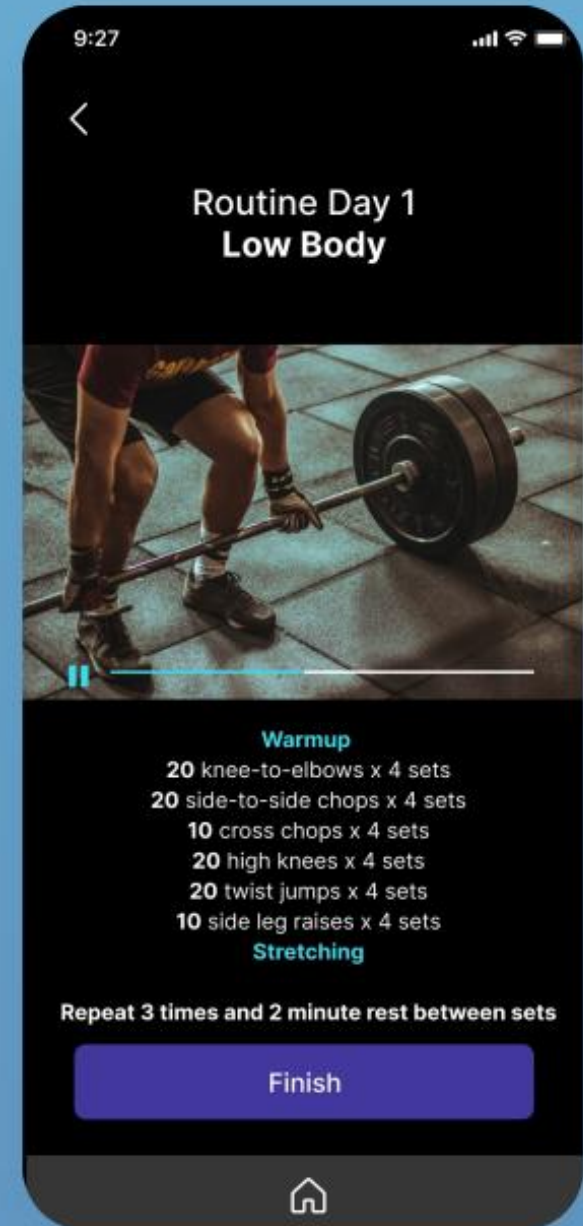
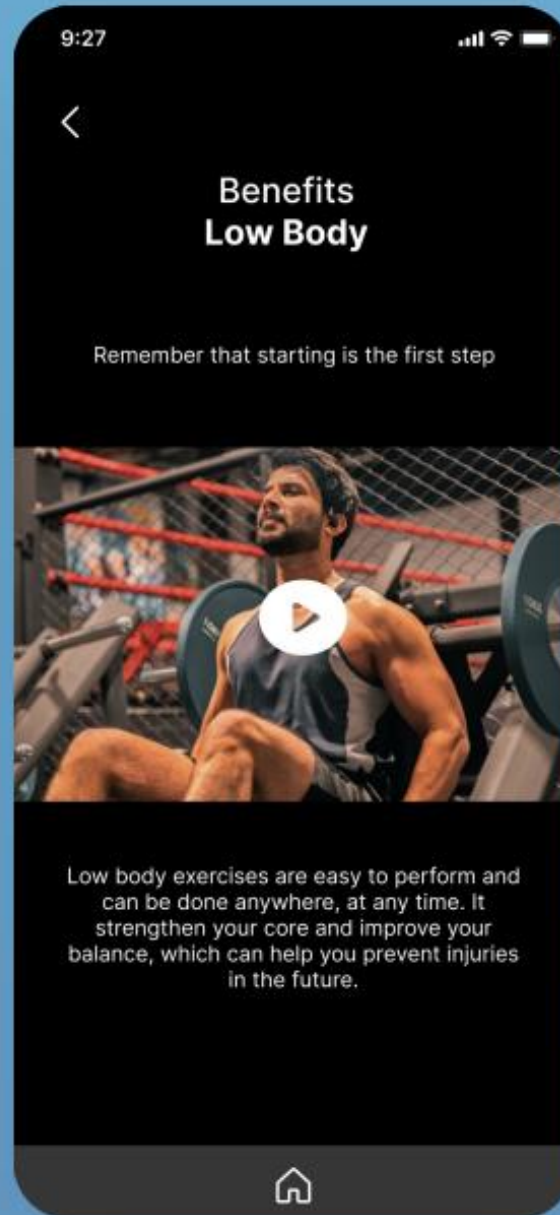
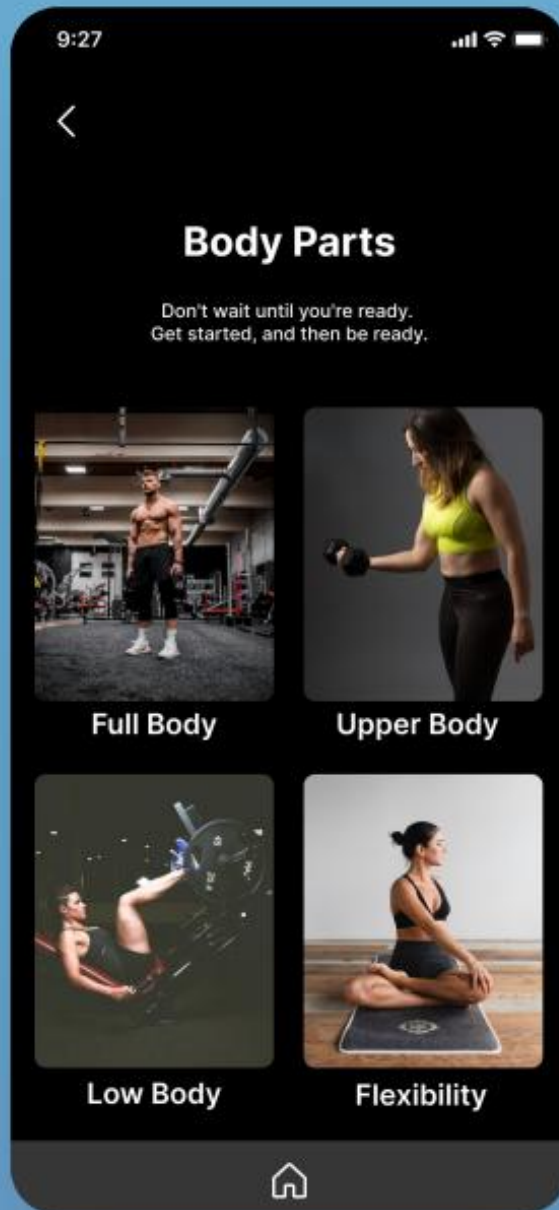
Weight kg

Height cm

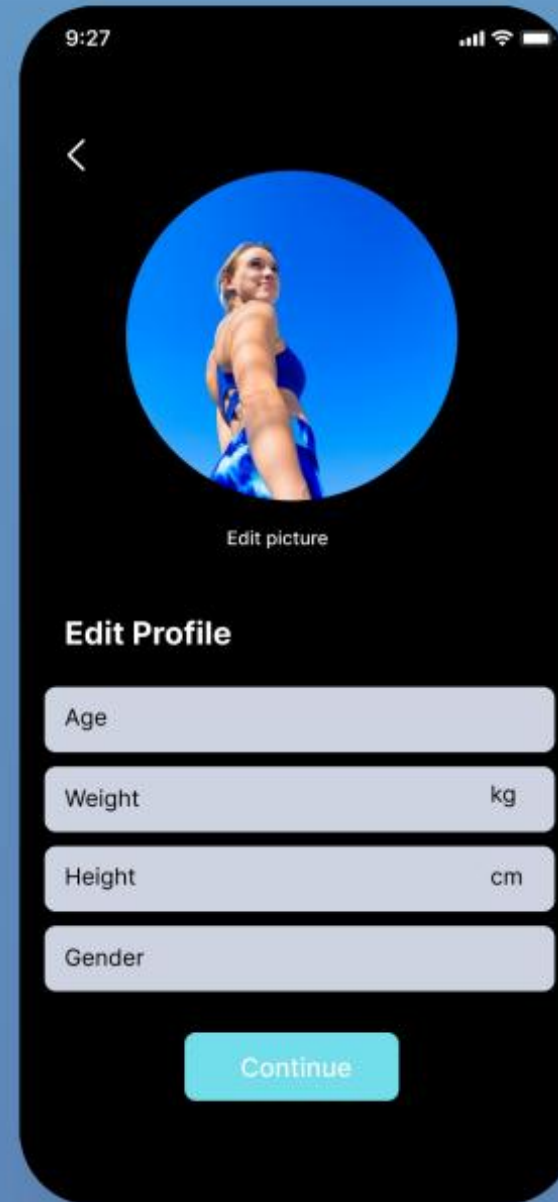
Gender

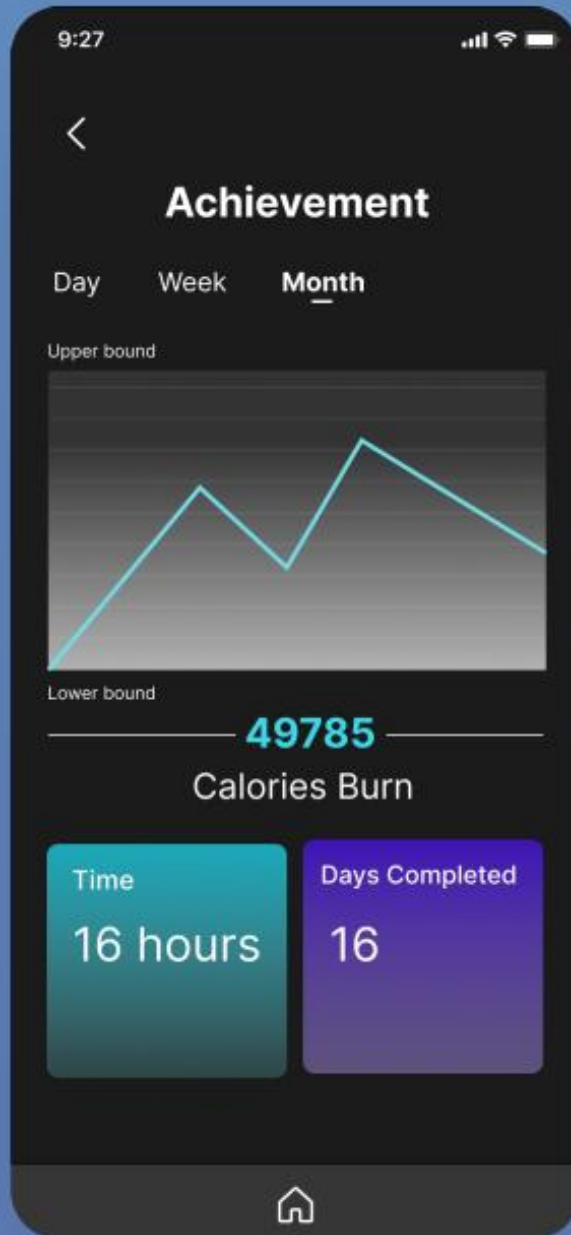
Create Profile





Other Screens





<

Reset Password

User Name

Email

Password

Continue

05 Test Phase

- **Usability Testing**

I created a fully-functional, high-fidelity prototype of the new flows using Axure. At the same time, we started recruiting subjects for the test who fit our criteria. We did four usability tests in the first round and three after iterating on the issues we identified.

Learnings



● What's Next?

There are several features and interactions I'd like to upgrade constantly because a design is never finished.

- A function that allows users to exercise with friends or partners within an application.
- A function that allows the trainers to conduct live sessions.
- screens for profiles and settings
- Individualized Workout goals and notifications of progress.

I've gathered important learning from each stage of the process:

- In User Interviews, ask non-leading questions. Processing the information is time-consuming.
- Differentiate between your own assumptions and the findings from the User Interviews and Usability Tests.
- Wording of features is important. Try conveying information visually.

Moving into the final design, I've realized how time-consuming but important high-fidelity prototyping is. Adding micro interactions had a great impact on the whole look & feel, and identity of the app. I had the chance to create a prototype in Figma, which I found to be a powerful tool that I would like to continue mastering.

● What I've Learned From Fitmotiv

I have learned a lot of lessons from the professional UX/UI designers I was working with on the project. Despite peer pressure, I was able to make wise design choices and complete the design process fast. The work on Fitmotiv was split into two stages: the Discover & Define stage, which was completed in a relatively short amount of time, and the Develop & Deliver stage, when I spent more time creating a high-fidelity prototype.



Thanks for Watching!

Heli Bhavsar

